In the United States Patent and Trademark Office Patent Application Transmittal

Transmitted herewith for filing is the Patent Application of:

Inventors(s): Laura M. L. Chan, Carsten E. Mytroen, Tack Tong

For: System and Method For Presenting Personalized Content on Electronic Commerce

Web Pages

Assignee Name: International Business Machines Corporation

Assignee Residence: Armonk, New York

Enclosed are

31 pages of specification, including 18 claims, plus 6 sheets of Formal drawings.

X An assignment to International Business Machines Corporation, Armonk, New York 10504.

X A certified copy of a/an

Canadian appl

application.

X Declaration and Power of Attorney.

X PTO-1449 & references

X A return post card

Other:

Filing Fee Calculation (For Other Than Small Entity)

Basic Fee:					\$770.00
Claims Fees:	Filed	Limit	Extra	Rate per Extra	
Total claims:	18	20	0	\$18.00	\$0.00
Independent claims:	3	3	0	\$86.00	\$0.00
Multiple Dependent Claim Presented \$290.00					\$0.00
Total					\$770,00

Please charge the Deposit Account identified below for the **Total** set forth above. The Commissioner is authorized to charge payment of any additional filing fees required under 37 CFR §1.16 and any patent application processing fees under 37 CFR §1.17 or to credit any overpayment to the identified account. A duplicate copy of this sheet is enclosed.

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I hereby certify that I am depositing the papers identified above with the U.S. Postal Service "Express Mail Post Office to Address" service on the above date, addressed to Mail Stop Patent Application; Commissioner for Patents, P.O. Box 1450; Alexandria, VA 22313-1450

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